

Press Release – Creative Gift Wrap
For Immediate Release
Date: _____

Contact: _____
Phone: _____

BE CREATIVE. REUSE IT!

Creative gift-wrap can make a gift special and reduce the waste we generate

You have a birthday gift to wrap and forgot to buy wrapping paper. You want to add your own touch to that holiday or special occasion gift. Here are some ideas for creative gift wrapping that reduces waste at the same time. Reuse what you have at home.

First, think about the person's hobbies and what they enjoy and match the wrap! Use old gourmet or home and garden magazines to wrap a gift for someone who likes to cook (or eat!) or garden. A traveler might like a gift that is wrapped in maps you no longer use. The Sunday comics wrapped around the gift gives great color and they're fun to read. Wrap a sports fan's gift in a sports magazine. A quilter would enjoy a gift wrapped in a piece of fabric that you might have at home and never used. Wrap a child's gift in a brown paper bag and add a small box of crayons for the little artist to create a brown bag masterpiece. Empty (or full) seed packets make a colorful gift tag. String, yarn, and even the one odd shoestring in the junk drawer can bring a unique touch to a gift package. Once you have given the gift, the person who receives it can recycle the wrapping!

Visit www.earth911.org to see what you can recycle in your community. Recycle – a little effort, a big difference.

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